

Schedule 1

The Specification

Part 1 - OBJECTIVES

The following are objectives to be achieved by Make It York as a Teckal company, for the purposes of public and procurement law in the United Kingdom, through the provision of the Services:

- (a) Contribute proactively to the city vision of being more affordable, more accessible, more sustainable, and fairer for future generations to enjoy and residents to benefit from today.
- (b) Co-ordination and promotion of the city of York's brand and cultural offer taking every opportunity to articulate York's narrative, regionally, nationally, and internationally.
- (c) Work towards increasing the value of the visitor economy (including residents as visitors) through promoting innovation for social good and higher quality in the existing offer, encouraging high value visitor economy investment and attracting higher spending visitors.
- (d) Nurture new cultural ideas and initiatives to support good health and wellbeing.
- (e) Create entrepreneurial partnerships to bring projects to life, reducing duplication and displacement of private sector activity in the fields that Make It York works in.
- (f) Generate income from activities to support the delivery of the Business Plan and these Objectives.

- (g) Work with the Council and other partners to attract funding to support and enhance the delivery of the activities set out below.

Part 2 - SERVICE SPECIFIC REQUIREMENTS

1 General

- 1.1 Develop and deliver agreed initiatives and programmes within the remit of the areas set out in this agreement that further the Council's strategic priorities. These initiatives and programmes will further articulate York's narrative, fill identified gaps in provision not addressed by other providers and must not duplicate or displace other existing or potential provision.
- 1.2 Develop an annual business plan for Make It York, liaising with the Council to ensure that all activities are consistent with the Council's priorities (the "Business Plan").
- 1.3 Provide regular and timely advice for Council senior managers as required on remits relevant to these Service Specific Requirements and summarising what has been submitted in a quarterly progress report.
- 1.4 Represent York on operational working groups relevant to these Service Specific Requirements as agreed with the Council.
- 1.5 Ensure coherent local communications and press releases that further articulate York's brand position, regionally, nationally, and internationally in alignment with the Council's Marketing & Communications Team.

- 1.6 Work co-operatively in areas where the Council or commissioned partners remain the lead organisation responsible, but the remit is overlapping with these Service Specific Requirements.
- 1.7 Make business cases to the Council, in writing, for activities, initiatives or investment proposals that are not currently part of the SLA where Make It York considers they would support the Objectives set out in Part 1 of this Schedule and would add to or enhance these Service Specific Requirements set out here.
- 1.8 Collect relevant data, including user feedback, to evidence performance against the Objectives set out above and the Outcomes in set out below, as well as these Service Specific Requirements.

2 Key Deliverables, Outcomes and Outputs:

Ref	SLA Key Deliverables, Outcomes and Outputs	Linkages to Council Plan Commitments (2023-2027)				Supporting the York 'Our City Centre' Vision (2023)	Measurement
		Equalities Affordability Climate Health					
		E	A	C	H	OCC Themes	
						1. Family friendly and affordable city centre	
						2. An attractive, active and healthy city centre	
						3. A sustainable city fit for the future	
						4. Making tourism work for York	
						5. Embracing our riversides	

ANNEX C : Make It York Draft Service Level Agreement (SLA) 2024 – Strategic Linkages

Ref	SLA Key Deliverables, Outcomes and Outputs	Linkages to Council Plan Commitments (2023-2027) Equalities Affordability Climate Health				Supporting the York 'Our City Centre' Vision (2023)	Measurement
		E	A	C	H	OCC Themes	
						6. A safe city centre which is welcome & accessible to all	
						7. Thriving businesses & productive buildings	
						8. Celebrating heritage and making modern history	

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